

**ORDER**

**Orders**  
**Order / Rev:** 497545 - 2  
**Alt Order #:**  
**Product Desc:** 10/8-10/26  
**Estimate:**  
**Flight Dates:** 10/08/12 - 10/26/12  
**Original Date / Rev:** 10/04/12 / 10/18/12  
**Order Type:** GENERAL

**CBS5**

**Primary AE:** House KPHO Local House KPHO Local  
**Sales Office:** KPHO  
**Sales Region:** Local

**Agency**  
**Name:** Carlton Media Group  
**Buying Contact:** Fran Parker  
**Billing Contact:**  
 4475 E Via Los Caballos  
 Phoenix, AZ 85028

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Yes On 204  
**Demographic:** A35+  
**Product Codes:** Political-Issues  
**Priority:** IMP  
**Revenue Codes:** POL, PLI, POL LPL

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	36	\$40,500.00	\$34,425.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$40,500.00	\$34,425.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$40,500.00</b>	<b>\$34,425.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KPHO Local			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
CBS5	30%	\$40,500.00
Market	100%	\$135,000.00

**Competitive Share**

	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPNX	35%	\$47,250.00
KPPX	0%	\$0.00
KSAZ	30%	\$40,500.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00

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Estimate:  
CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPHO	10/08/12	10/19/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	MTWTF--	:30	4	\$500.00	IMP	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					4	\$500.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--					4	\$500.00		0.00			
2	KPHO	10/08/12	10/19/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News	MTWTF--	:30	4	\$800.00	IMP	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					4	\$800.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--					4	\$800.00		0.00			
3	KPHO	10/08/12	10/26/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p	MTWTF--	:30	4	\$900.00	IMP	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					4	\$900.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$900.00		0.00			
4	KPHO	10/14/12	10/21/12	Su Late News Su Late News	CM	Su 10p-1035p	-----S	:30	1	\$800.00	IMP	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$800.00		0.00			
		Week: 10/15/12	10/21/12	-----S					1	\$800.00		0.00			
5	KPHO	10/11/12	10/11/12	National Debates National Debates	CM	Presidential/Vice-P	---T---	:30	1	\$2,500.00	IMP	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---					1	\$2,500.00		0.00			
6	KPHO	10/14/12	10/14/12	CBS Sunday Morning CBS SUNDAY MORNING	CM	Various	-----S	:30	1	\$1,000.00	IMP	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
7	KPHO	10/13/12	10/13/12	Sa Late News Sa Late News	CM	Sa 10p-1035p	-----S-	:30	1	\$1,000.00	IMP	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
8	KPHO	10/14/12	10/14/12	Face The Nation FACE THE NATION	CM	Su 930a-10a	-----S	:30	1	\$2,000.00	IMP	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$2,000.00		0.00			
9	KPHO	10/14/12	10/14/12	Sports Wrap Sat/Sun Sports Wrap	CM	Sports Wrap	-----S	:30	1	\$2,000.00	IMP	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$2,000.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	KPHO	10/08/12-10/14/12	Sports Wrap Sat/Sun	Sports Wrap	-----Su	:30		<del>(\$2,000.00)</del>		0.00	NM		
				See MG 9.2 [Spots did not air due to football run-over.]											
		2	KPHO	10/22/12-10/22/12	Mon 9p-10p	Mon 9p-10p	M-----	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 9.1 10/14											
10	KPHO	10/14/12	10/14/12	Su 530PM News CBS 5 NEWS @ 530P	CM	Su 530p-6p	-----S	:30	1	\$1,000.00	IMP	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
11	KPHO	10/14/12	10/14/12	Sun 6p-7p 60 MINUTES	CM	Sun 6p-7p	-----S	:30	1	\$5,000.00	IMP	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$5,000.00		0.00			
12	KPHO	10/14/12	10/14/12	Sun 8-9p THE GOOD WIFE	CM	Sun 8-9p	-----S	:30	1	\$5,000.00	IMP	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$5,000.00		0.00			

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												Totals	36	\$40,500.00

\*Tax 1 Note: Tax 0.5%

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">KPHO-TV</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/18/12</span>
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I, David Grill  
do hereby request station time concerning the following issue:

No New Taxes, No On Prop 204

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/21-	10/30		

**Total Charges:**     \$ 104050 GROSS

This broadcast time will be used by: No New Taxes, No On Prop 204

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
☐ No